



nickelodeon™



Harvey Beaks is the story of the unlikely friendship between a kid who's never broken the rules and his two friends who've never lived by any.



HARVEY BEAKS

Harvey is a good kid. He gets a kick out of making his world a nice, neat, orderly place, but don't be fooled by Harvey's sweet nature. Behind his innocence burns an adventurous yet dorky spirit. Harvey has a huge round head and a huger, rounder heart. He is not a kid who can easily break rules so in order to get the most out of life, he re-writes them in his own earnest way. He's not looking for approval or accolades. Harvey is comfortable with who he is. He thinks his cargo shorts are cool. He thinks his parents are cool. He thinks his dancing is cool. Where Harvey leads, his best friends, Fee and Foo always follow. Fee and Foo's wild nature inspire him to take bigger risks. With friends like these, Harvey might get into more trouble, but he will also have more fun.

FEE

Fee is a kid who sinks her pointy teeth into childhood. She's fierce: fiercely loyal, fiercely confident and fiercely dirty. Fee's never had anyone to tell her what to do so she does exactly what she wants. As much as Harvey follows rules, Fee follows her heart. She's rough and tumble, driven by what seems fun and interesting in the moment. Like her hair, she's completely untamed and wild, willing to risk everything for her friends or her beliefs.



FOO

Fee's twin brother Foo is like a puppy. He likes the simple things: sticks, eating bugs, running and chewing on things. Foo is the most impulsive of the three friends. He can be totally energized one minute and fast asleep the next. Foo is pure heart and if he had sleeves, he would wear it on them.





CLAIRE

Claire is a sweet girl who is always in over her head. Living in the shadow of her perfect sister, she's always over-scheduled and all she really wants is to hang out with her friends. She totally crushes on Foo because she sees him as the bad boy. She joins in the kids' adventures as a small act of freedom and defiance. Claire spends all her time trying to live up to her parents' expectations, but she's slowly finding her own voice.



DADE

Dade considers Harvey his best friend and looks up to Harvey as his idol. It borders on obsessive. So he's obscenely jealous of the twins and the attention Harvey gives them.

He comes from an uptight, conservative family, and he is quick to judge people. Next to Dade, Harvey looks like a rebel. He's a tattletale and a worrier. Telling on people is his way of trying to get approval.



TECHNOBEAR

Technobear brings the party, always looking for a good beat and always ready for a fist bump. He loves to dance, loves the ladies (especially Harvey's mom) and loves his friends even more.

PIRI PIRI

Piri Piri is the ultimate optimist. She lives her life on another wavelength and sees everything as AMAZING, no matter how mundane. Sincere, creative and a little off kilter, she's the dreamer in the gang.





KRATZ

Things never go right for Kratz and he's accepted that. He's resigned to his fate without resenting it. He's weird, awkward and a little smelly, and yet to his surprise, he still has friends. Kratz is not a wet blanket; he's a damp blanket. Life tends to fulfill his low expectations.



ROOTER

Rooter believes anything can be solved by muscle power. There's no challenge in doing things the easy way, and there are no shortcuts to survival.



PRINCESS

Princess is an entitled, grumpy, waddling, monster of a child who thinks she's amazing at everything. Really all she's good at is being loud and annoying.



IRVING BEAKS (HARVEY'S DAD)

Irving is tender-hearted and prone to getting sentimental, especially when it comes to his family. A stay-at-home dad whose domestic skills are challenged, he tries his best to make a beautiful home for his family. A victory for Irving is not burning dinner... much.

He's got a good group of equally dorky friends that play together in a band (he's on keytar.) Harvey looks up to him as though he were the coolest dad in history.

MIRIAM BEAKS (HARVEY'S MOM)

Miriam is the local librarian, but don't judge a book by its cover. She may look responsible now, but in her youth, she was 87% rock and roll. Miriam loves being a mom, but it doesn't define her. She has a little bit of a bite. She's kind, but not a pushover. Miriam really enjoys seeing Harvey indulge his adventurous spirit. Seeing a lot of herself in Fee, the two share a special bond.



THE EGG

Dad carries around Harvey's baby sister, currently an egg. Harvey is excited to have a sister, but as her hatching gets closer, he has to come to grips with not being the only child anymore.

JEREMY

Jeremy is constantly overwhelmed and out of his depth, yet somehow people keep giving him responsibilities that he shouldn't have. Despite his helplessness, he's still happy to be of service.



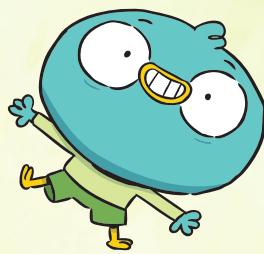
Files available on nickcentral.com



HB_LK_Harvey_001



HB_LK_Harvey_002



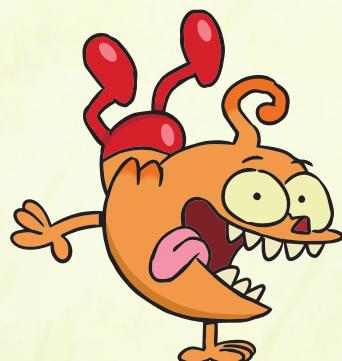
HB_LK_Harvey_003



HB_LK_Harvey_004



HB_LK_Harvey_005



HB_LK_Foo_001



HB_LK_Foo_002



HB_LK_Foo_003



HB_LK_Fee_001



HB_LK_Fee_002



HB_LK_Fee_003



HB_LK_Grp_001



HB_LK_Grp_002

Files available on nickcentral.com



HB_LK_Claire_001



HB_LK_Dade_001



HB_LK_Technobear_001



HB_LK_Princess_001



HB_LK_Kratz_001



HB_LK_Rooter_001



HB_LK_Piri_Piri_001



HB_LK_Irving_001



HB_LK_Miriam_001



HB_LK_Jeremy_001



HARVEY

 Body 325 C 56-0-25-0	 Inside of Mouth 1815 C 31-93-83-38
 Body Shadows 71% of 7474 C 71-21-33-0	 Tongue 183 C 0-54-12-0
 Beak and Legs 109 C 1-16-100-0	 Main Holding Lines Process Black C 0-0-0-100
 Leg Shadow 103 C 25-26-100-0	 Eyes, Teeth White 0-0-0-0
 Shirt 372 C 17-0-50-0	
 Shirt Shadow 577 C 35-9-60-0	
 Shorts 7489 C 60-11-88-0	
 Shorts Shadow 370 C 69-24-100-8	



FOO

 Body 157 C 3-47-80-0	 Pants Highlights 177 C 0-63-30-0
 Body Shadow 7565 C 16-59-100-2	 Pants 1795 C 11-100-97-2
 Tips of Cheeks and Hair 158 C 3-69-99-0	 Main Holding Lines Process Black C 0-0-0-100
 Teeth 7499 C 6-5-26-0	
 Nose, Pants Shadow 1805 C 22-97-90-13	
 Eyes Yellow 0131 C 6-1-37-0	
 Inside of Mouth 1815 C 31-93-83-38	
 Tongue 183 C 0-54-12-0	



FEET

 Hair 226 C 14-100-22-0	 Belt 5845 C 33-25-69-1
 Hair Holding Lines (Light) 210 C 0-47-0-0	 Belt Holding lines 450 C 55-54-91-45
 Hair Shadow 674 C 17-77-6-0	 Nose 194 C 27-97-69-20
 Hair Underside 676 C 33-100-45-15	 Eyes Yellow 0131 C 6-1-37-0
 Hair Holding Lines (Dark) 228 C 39-100-42-23	 Inside of Mouth 1815 C 31-93-83-38
 Body 486 C 3-54-50-0	 Tongue 183 C 0-54-12-0
 Body Shadow 7522 C 23-61-65-5	 Teeth 7499 C 6-5-26-0
 Dress 602 C 8-3-57-0	 Main Holding Lines Process Black C 0-0-0-100

The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.

**CLAIRE**

 Fur 7411 C 6-39-72-0	 Scarf, Eyes White 0-0-0-0
 Tips of Tail and Ears 80% of 7506 C 4-9-22-0	 Scarf Holding Lines 7674 C 49-44-11-0
 Hair 1395 C 30-63-100-19	 Main Holding Lines Process Black C 0-0-0-100
 Hair Holding Lines 498 C 39-76-70-42	
 Nose 497 C 47-72-69-55	
 Shirt and Pants 270 C 27-27-0-0	

**DADE**

 Dark Fur 65% of 112 C 26-28-73-1
 Dark Fur Shadow 872 C 40-48-77-17
 Light Fur 7402 C 7-12-47-0
 Light Fur Shadow 466 C 22-32-60-0
 Nose 507 C 13-50-16-0
 Inside of Mouth 1815 C 31-92-82-35
 Tongue 183 C 0-50-11-0
 Main Holding Lines 0-0-0-100 Process Black C
 Eyes, Teeth White 0-0-0-0

**TECHNOBEAR**

 Dark Fur 7568 C 39-64-80-32	 Main Holding Lines Process Black C 0-0-0-100
 Dark Fur Shadow 439 C 59-66-63-54	 Eyes White 0-0-0-0
 Light Fur 4655 C 24-43-58-2	
 Light Fur Shadow 7504 C 38-49-65-12	
 Shorts 7625 C 3-84-82-0	
 Nose 7587 C 29-76-90-23	
 Boom Box Front 877 C 47-38-38-2	
 Boom Box Side 424 C 57-47-48-14	
 Boom Box Handle and Details 445 C 68-54-55-30	

**PRINCESS**

 Body
465 C
25-40-74-3

 Beak, Legs, Feet
134 C
0-18-67-0

 Tiara Holding Lines
7422 C
1-22-7-0

 Dress 1st Ruffle
495 C
1-31-10-0

 Tiara, Dress 2nd Ruffle
197 C
2-48-15-0

 Dress 3rd Ruffle
7607 C
18-68-60-2

 Dress 4th Ruffle
7418 C
13-81-61-1

 Main Holding Lines
Process Black C
0-0-0-100

 Eyes
White
0-0-0-0

**KRATZ**

 Dark Fur
Cool Gray 11 C
65-57-52-29

 Light Fur
7541 C
13-7-8-0

 Pants
479 C
29-51-61-6

 Nose
507 C
13-50-16-0

 Tongue
183 C
0-50-11-0

 Main Holding Lines
Process Black C
0-0-0-100

 Eyes
White
0-0-0-0

**ROOTER**

 Body
493 C
10-57-25-0

 Snout
501 C
11-39-22-0

 Nostril Holes
4995 C
35-67-49-11

 Hands, Feet
Black 2 C
62-60-77-66

 Shirt
7527 C
15-13-21-0

 Shorts
402 C
40-37-43-2

 Mohawk
202 C
29-96-76-29

 Mohawk and Tail Tip Holding Lines
4975 C
49-77-69-67

 Tail Tip
168 C
34-78-98-39

**PIRI PIRI**

 Body
122 C
0-17-85-0

 Hair
5835 C
38-32-78-5

 Hair Holding Lines
7771 C
58-54-78-45

 Beak, Legs, Feet
7413 C
9-57-93-0

 Hat
7703 C
81-21-17-0

 Scarf
709 C
0-77-37-0

 Shirt
7499 C
5-7-35-0

 Skirt
682 C
39-85-29-5

 Freckles
7552 C
42-59-100-33

**IRVING**

Body 635 C 33-1-7-0	Tongue 183 C 0-50-11-0
Body Shadow 550 C 44-16-15-0	Baby Carrier 872 C 40-48-77-17
Shirt 508 C 7-39-13-0	Baby Carrier Shadow 7497 C 49-45-68-19
Pants 5803 C 24-15-37-0	Egg 7499 C 5-7-35-0
Feet 122 C 0-17-85-0	Egg Spots 624 C 56-25-45-2
Beak 136 C 0-28-86-0	Main Holding Lines Process Black C 0-0-0-100
Inside of Mouth 1815 C 31-92-82-35	Eyes White 0-0-0-0

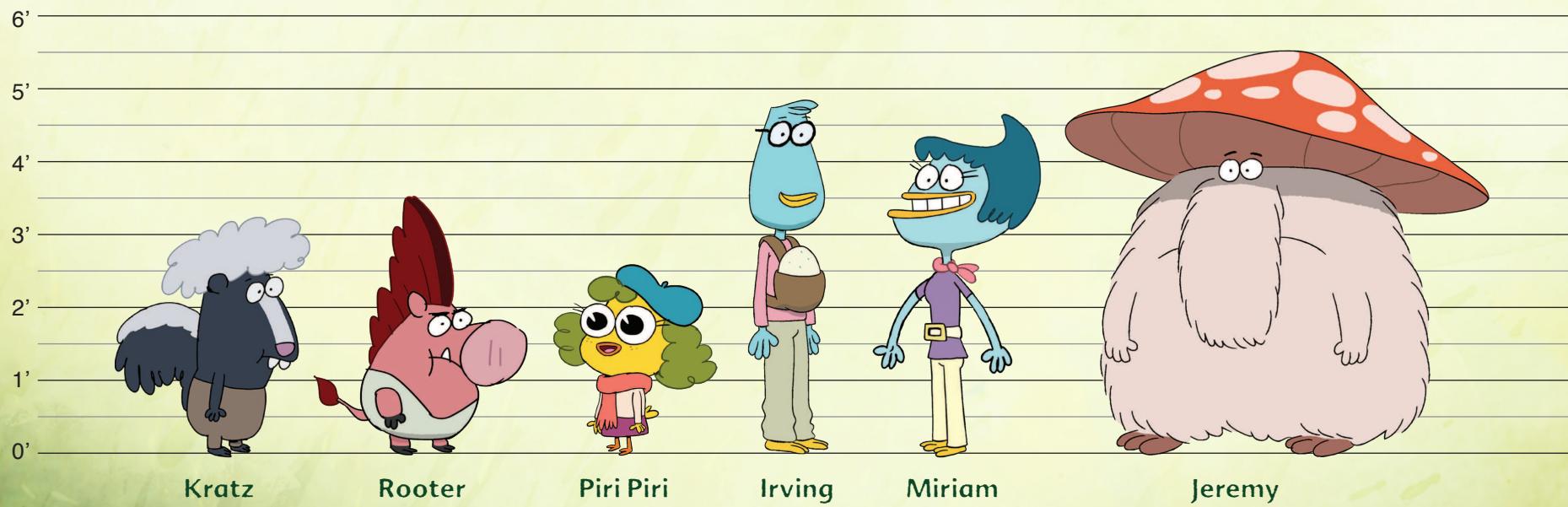
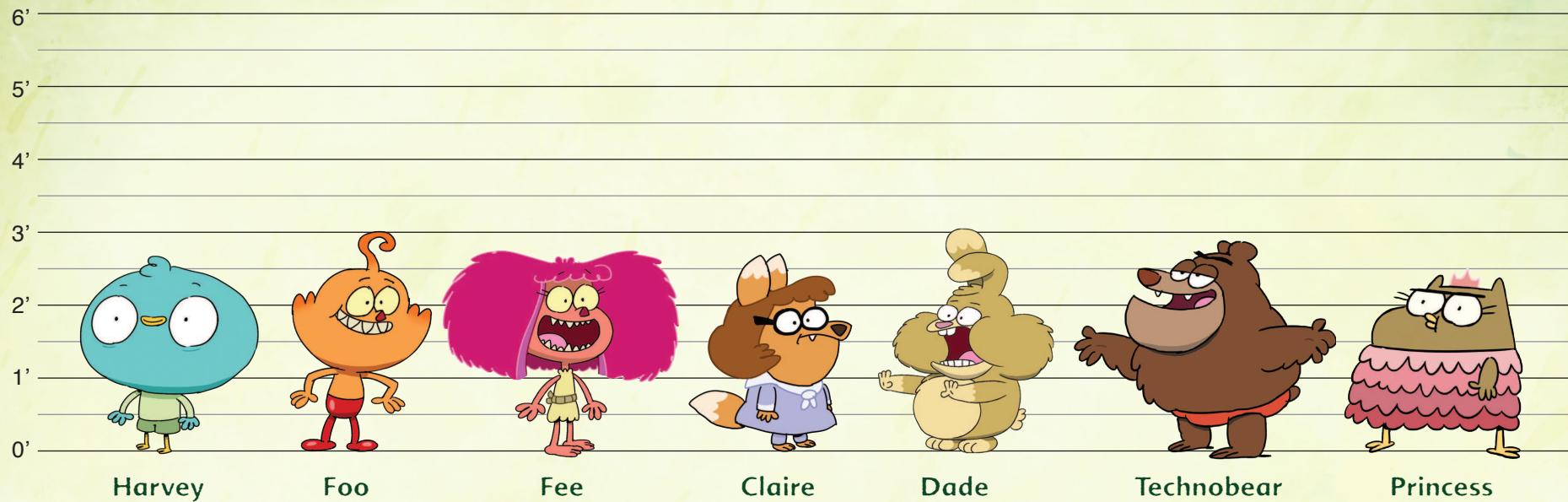
**MIRIAM**

Body 635 C 33-1-7-0	Belt Buckle 602 C 7-3-64-0
Body Shadow 550 C 44-16-15-0	Belt 7499 C 5-7-35-0
Hair 7699 C 83-54-35-12	Feet 122 C 0-17-85-0
Hair Holding Lines 547 C 99-66-56-55	Scarf 708 C 0-54-18-0
Beak 136 C 0-28-86-0	Scarf Holding Lines 7419 C 24-82-56-8
Shirt 7440 C 37-60-10-0	Main Holding Lines Process Black C 0-0-0-100
Pants Yellow 0131 C 5-1-46-0	Eyes White 0-0-0-0

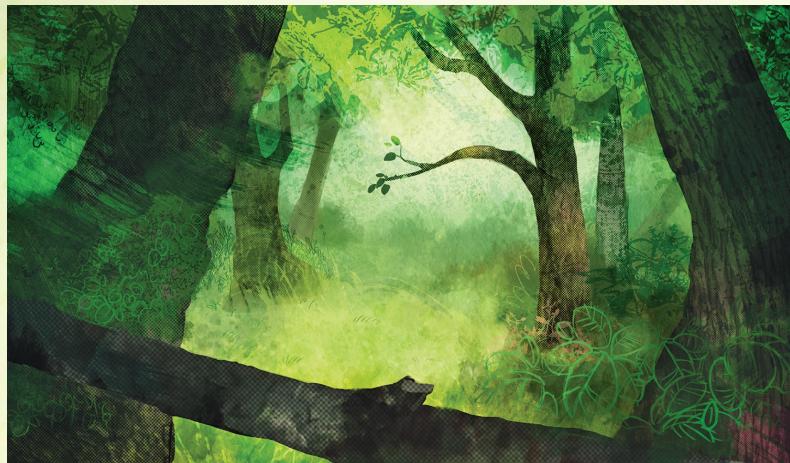
**JEREMY**

Body and Spots 705 C 1-16-4-0
Body Shadow Warm Gray 6 C 36-35-38-1
Feet, Mushroom Top Underside 7523 C 25-72-63-10
Inside of Mouth 1815 C 31-92-82-35
Tongue 183 C 0-50-11-0
Mushroom Top 7416 C 3-74-70-0
Main Holding Lines Process Black C 0-0-0-100
Eyes White 0-0-0-0

The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.



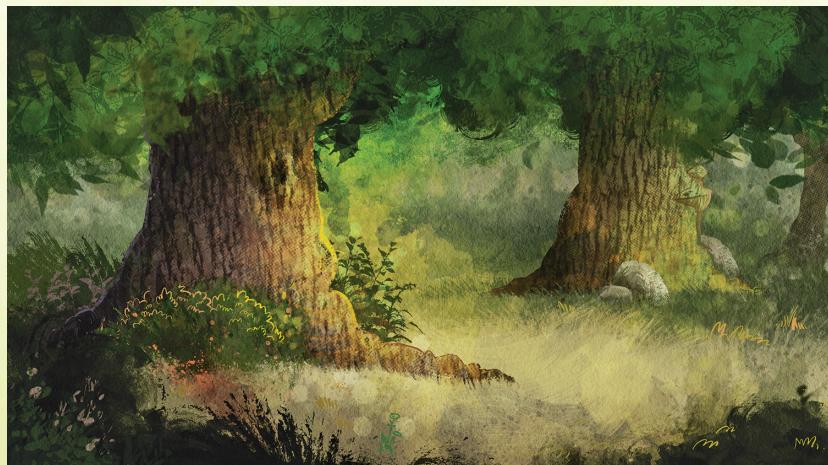
Files available on nickcentral.com



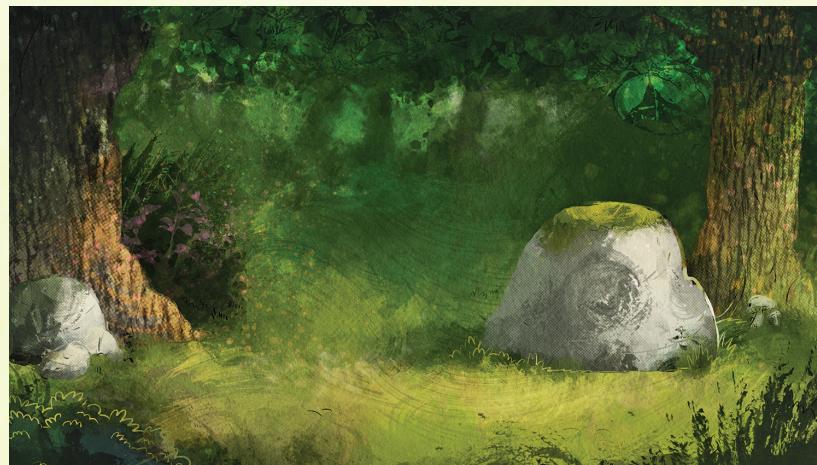
Littlebark Grove (generic)
HB_LK_BG_001



Littlebark Grove (generic)
HB_LK_BG_002



Littlebark Grove (generic)
HB_LK_BG_003



Littlebark Grove (generic)
HB_LK_BG_004

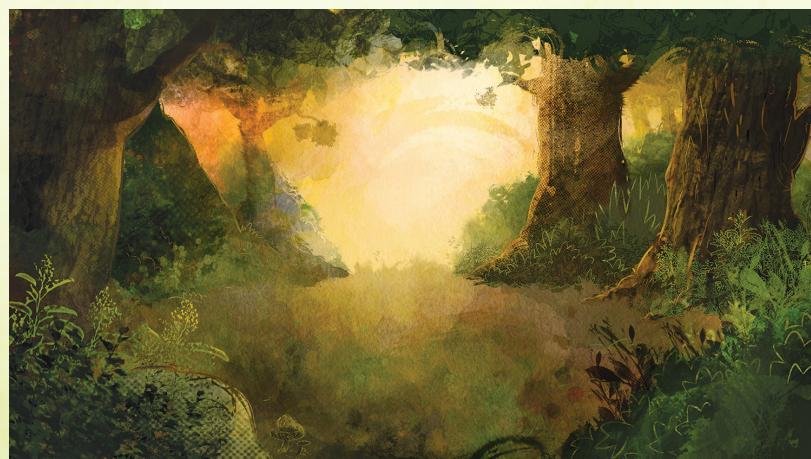
Files available on nickcentral.com



The Beaks' House (exterior)
HB_LK_BG_005



Littlebark Grove (generic)
HB_LK_BG_006

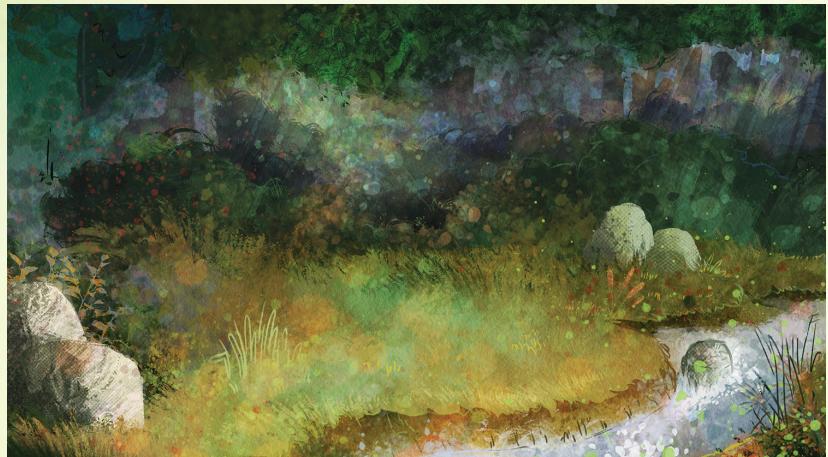


Littlebark Grove (generic)
HB_LK_BG_007



Wetbark Lake
HB_LK_BG_008

Files available on nickcentral.com



Littlebark Grove (generic)
HB_LK_BG_009



The Beaks' Living Room
HB_LK_BG_010



Harvey's Room
HB_LK_BG_011

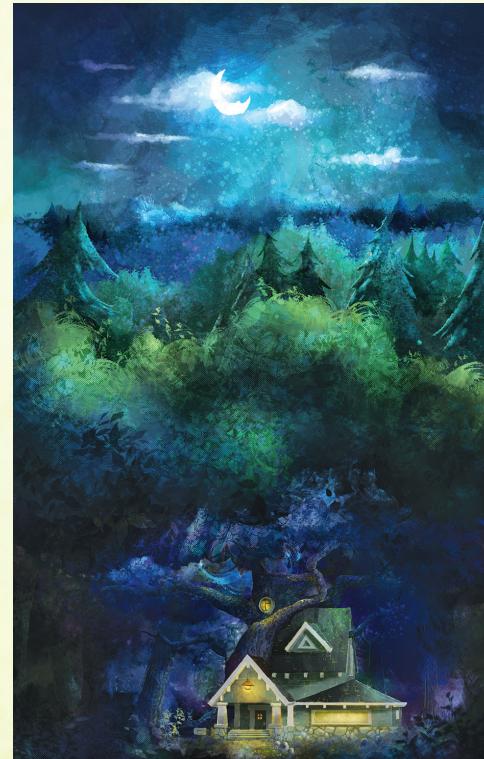


Littlebark Grove (generic)
HB_LK_BG_012

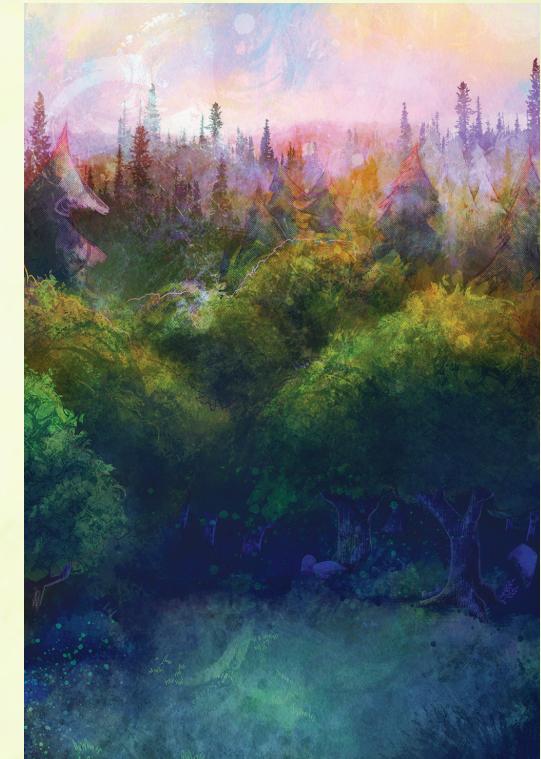
Files available on nickcentral.com



Littlebark Grove Library
HB_LK_BG_013

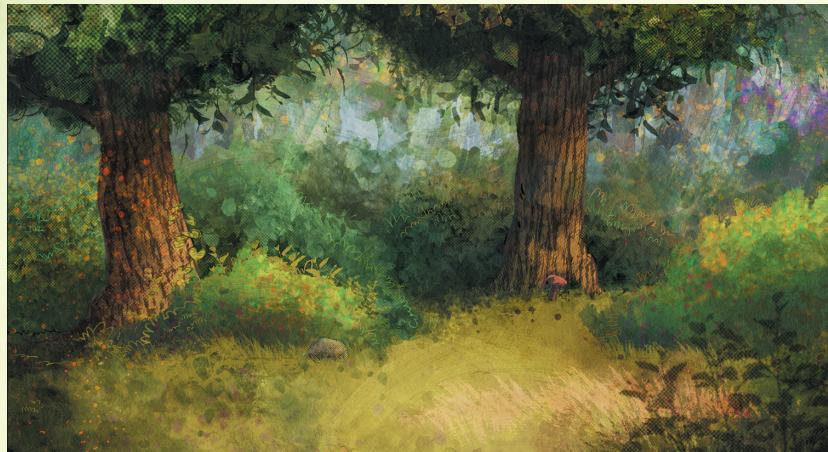


The Beaks' House (exterior night)
HB_LK_BG_014



Littlebark Grove (generic)
HB_LK_BG_015

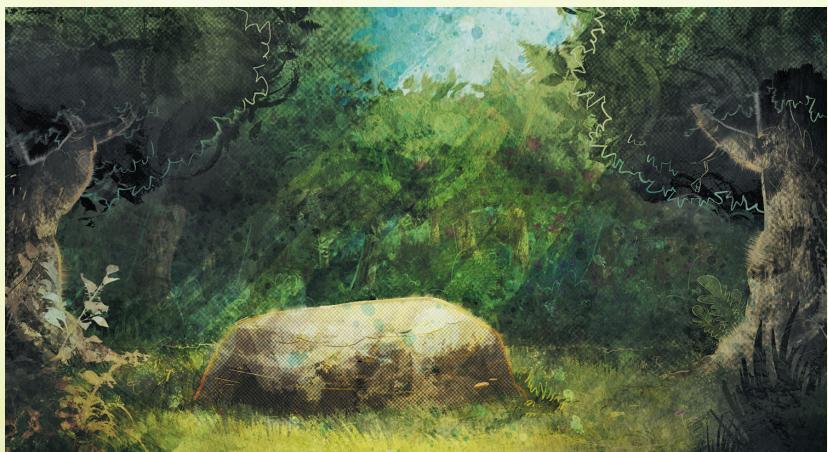
Files available on nickcentral.com



Littlebark Grove (generic)
HB_LK_BG_016



Littlebark Grove (generic)
HB_LK_BG_017



Littlebark Grove (generic)
HB_LK_BG_018



Littlebark Grove (generic)
HB_LK_BG_019

For logo usage WITHOUT branding, use the one shown below exactly as is.
If using logo WITHOUT branding, the Nickelodeon logo must be clearly visible nearby.

PRIMARY LOGO

This image is for reference only. Please download HB_Logo_001_EA.psd from nickcentral.nick.com



SECONDARY LOGO

Vector Version
4-color process



Black + White



Spot



Pantone® 382 C Pantone® 368 C Pantone® 116 C Pantone® 362 C Pantone® 5483 C Pantone® 5477 C Pantone® 7472 C Pantone® 5615 C

For logo usage WITH branding, use the one shown below exactly as is.

PRIMARY LOGO

Pixel Based Version

This image is for reference only. Please download HB_Logo_001_EA.psd from nickcentral.nick.com



SECONDARY LOGO

Vector Version
4-color process



Black + White



4-color process + 021



When logo is a total width of 1 inch or smaller, use these versions.

Black + White



Spot



PRIMARY HEADLINES FONT**SMASHING**Available at veer.com**SECONDARY HEADLINE FONT****RATHER LOUD**Available at veer.com**PRIMARY TEXT FONT FAMILY****Advert Rough Three****Advert Rough Two**Available at fonts.com

These fonts are provided for creative reference only. Actual use of these fonts may require your business to secure its own font software license at its own cost, directly from the font owner. Fonts are subject to change.

COLOR PALETTEPantone 357C
C 80, M 0, Y 100, K 56Pantone 367C
C 32, M 0, Y 59, K 0Pantone 387C
C 10, M 0, Y 74, K 0Pantone 722C
C 0, M 36, Y 76, K 0Pantone 4625C
C 0, M 60, Y 100, K 79Pantone 219C
C 0, M 88, Y 0, K 0Pantone 3242C
C 37, M 0, Y 18, K 0Pantone YellowC
C 0, M 0, Y 100, K 0Pantone 1795C
C 0, M 94, Y 100, K 0Pantone 137C
C 0, M 35, Y 90, K 0

The colors shown on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.

Files available on nickcentral.com



HB_LK KA_001A

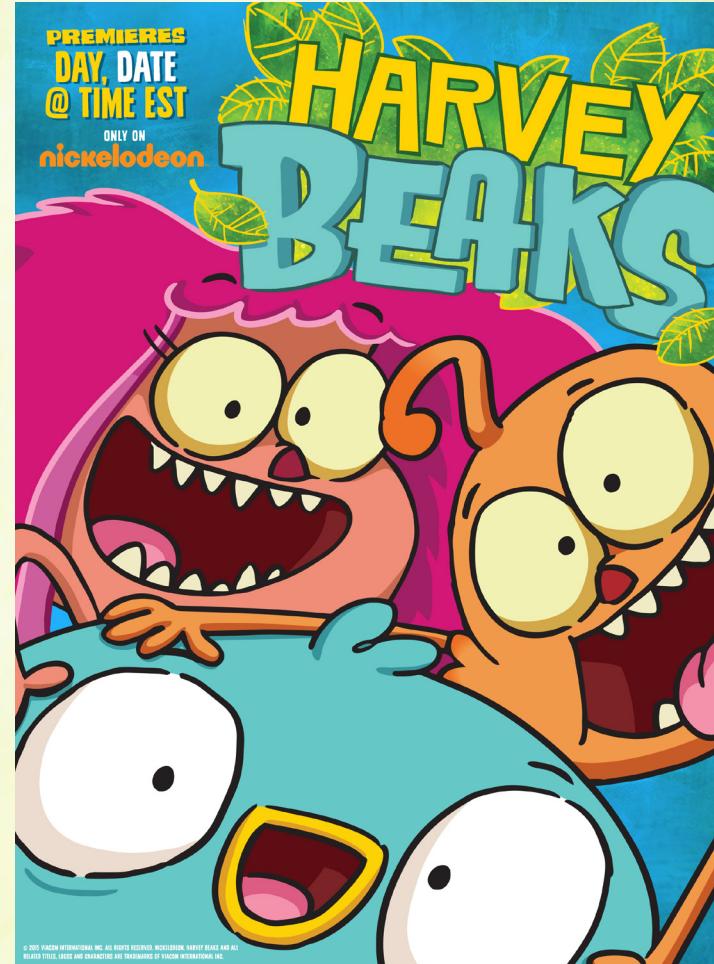


HB_LK KA_001B

Files available on nickcentral.com



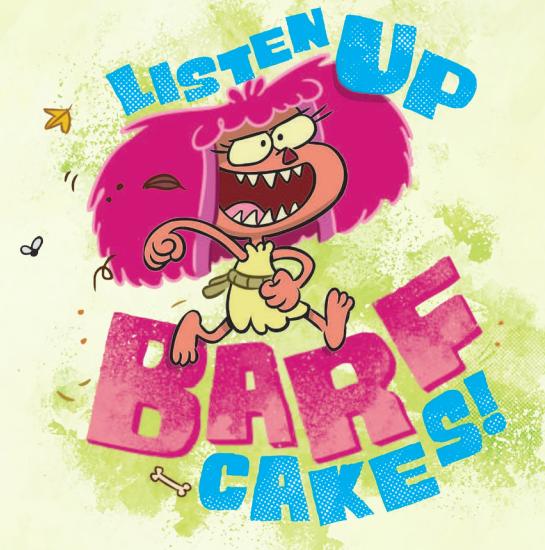
HB_LK_KA_002A



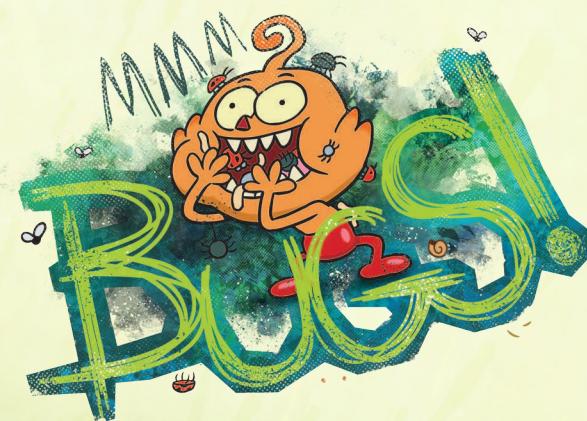
HB_LK_KA_002B



HB_LK_PATCH_001



HB_LK_PATCH_002

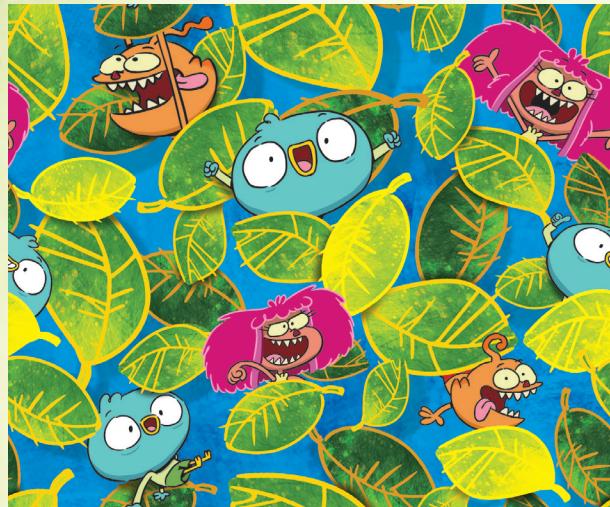


HB_LK_PATCH_003



HB_LK_PATCH_004

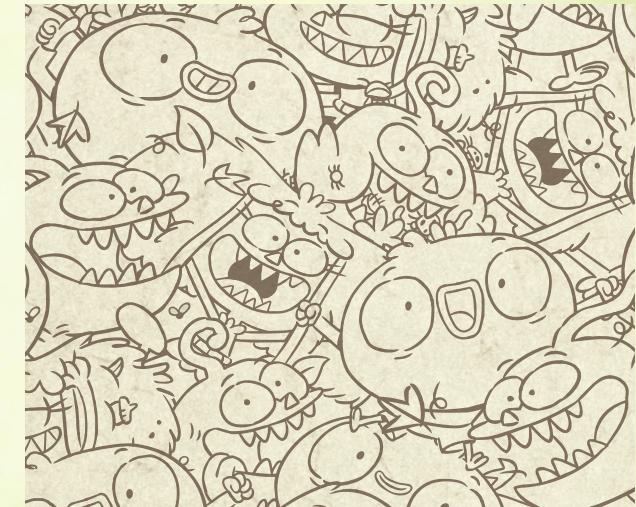
Files available on nickcentral.com



HB_LK_PTN_001



HB_LK_PTN_002a



HB_LK_PTN_002b

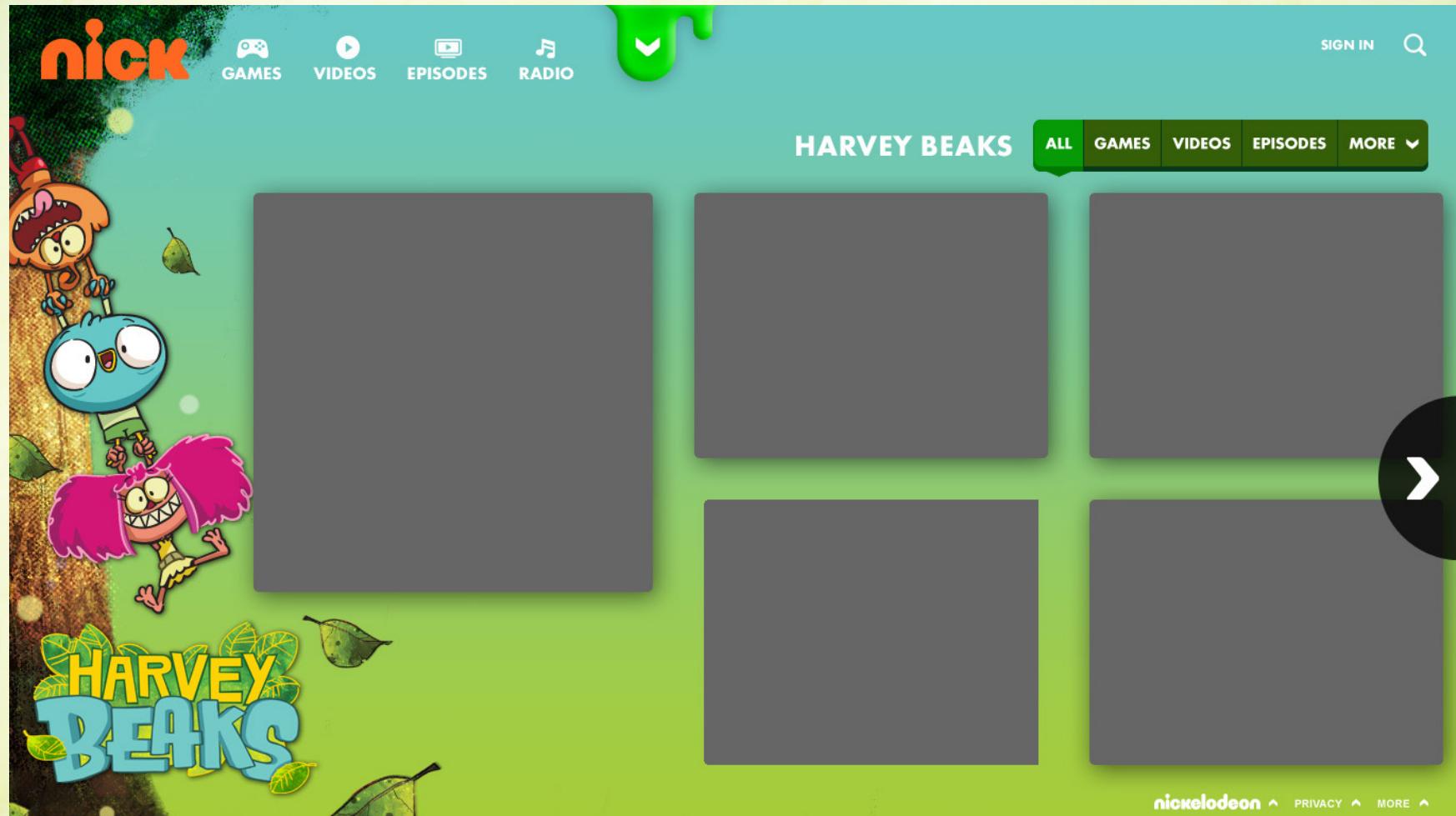
HARVEY BEAKS LAUNCH KIT

WEB BANNERS

For inspiration only.



For inspiration only.



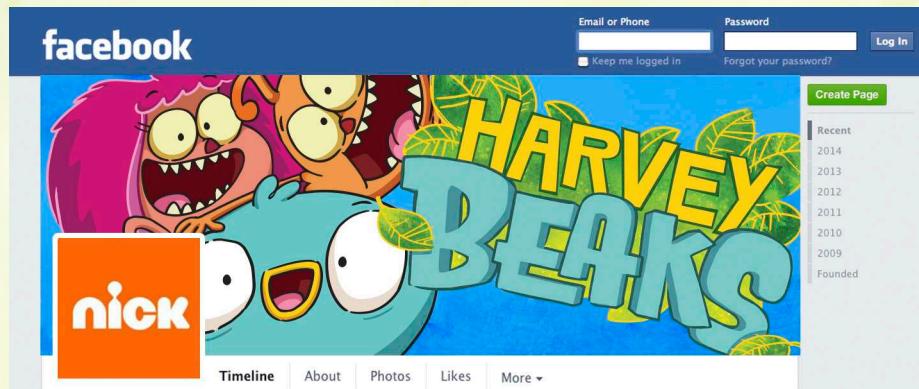




For inspiration only.



For inspiration only.



Banners

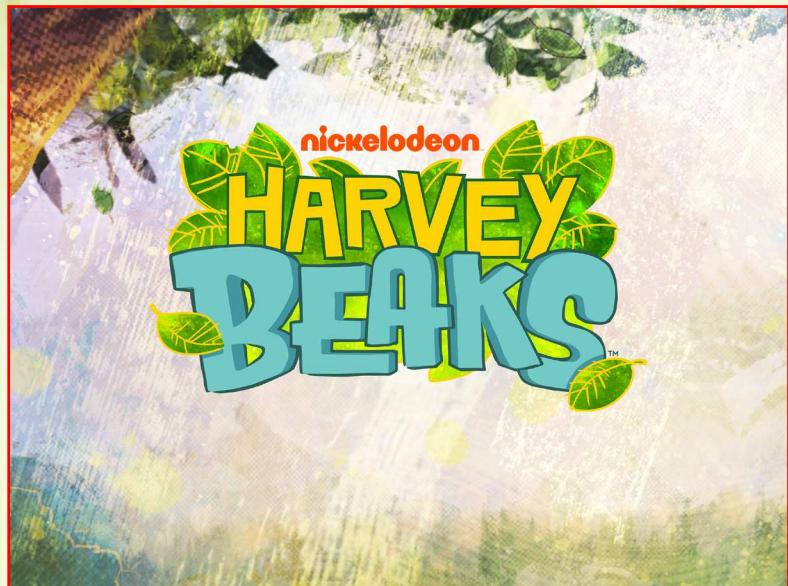


Profile Images

For inspiration only.



Files available on nickcentral.com



HB_LK_PPT_004



HB_LK_PPT_001



HB_LK_PPT_002



HB_LK_PPT_003

APPROVAL PROCEDURE

Any usage of the Harvey Beaks characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

REQUIRED COPYRIGHT & TRADEMARK NOTICES

The names and likenesses of all Harvey Beaks characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries. A copyright and trademark notice in the following form MUST appear on all licensed merchandise and in all advertising for any licensed merchandise:

© [YEAR] Viacom International Inc. All Rights Reserved. Nickelodeon, Harvey Beaks and all related titles, logos and characters are trademarks of Viacom International Inc.

The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. In addition, the symbols ® or TM, as applicable, should appear next to the first or most prominent use of the name Harvey Beaks and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

NOTE: The above notices are for use in the United States and Canada ONLY. Because of variations in laws in some countries, notices and legal procedures must be cleared with Viacom International Inc. before advertising or marketing products in other countries.